

Generation Y as marketing target for events

Case: SaariHelvetti

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<p>Description</p> <p>The objective of this study was to examine what Generation Y wanted from events and how events should be marketed to them. Another objective was to present improvement ideas to Hopealinja Oy.</p> <p>The theoretical background consists of and covers the concepts of Generation Y, psychographic characteristics of Generation Y, electronic marketing and event marketing. The empirical part of the study focused on a survey conducted with the customers of the SaariHelveti festival, and both qualitative and quantitative research methods were used. Questionnaires were distributed to altogether 50 people, and 37 usable answers were obtained. The questionnaires were designed to generate information about Generation Y's event attending habits as well as the about the channels for reaching them.</p> <p>The results showed that reaching Generation Y was most effective through electronic marketing and the social media. Generation Y uses social media as an everyday tool and trusts more in the word-of-mouth than traditional advertisements. Generation Y demands completely functioning events in every sector.</p> <p>The analysis of the data was conducted by comparing the answers to the characteristics and psychographics of Generation Y and then drawing conclusions based on this information. The same procedure was used in analysing Generation Y purely as a marketing target. As a conclusion, it can be stated that Generation Y is a very demanding Generation to marketers and event producers. They are more difficult to reach than their predecessors and they demand value to their money.</p>		
<p>Keywords</p> <p>Generation Y, event marketing, electronic marketing, questionnaires, quantitative research method, qualitative research method</p>		
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<p>Tiivistelmä</p> <p>Tämän tutkimuksen tarkoituksena oli selvittää, miten tapahtumia tulisi markkinoida Y-sukupolvelle ja mitä he haluavat tapahtumilta ja kuinka Suomen Hopealinja Oy voisi parantaa palveluitaan saatujen tulosten perusteella.</p> <p>Tutkimuksen teoreettinen tausta käsittää kuvailun Y-sukupolvesta, Y-sukupolven luonnekuvauksesta, elektronisesta markkinoinnista sekä tapahtumamarkkinoinnista. Tutkimuksen empiirinen aineisto keskittyy kyselyyn, joka suoritettiin yhdessä SaariHelveti-festivaalin asiakkaiden kanssa. Tutkimusmetodina käytettiin määrällistä ja laadullista tutkimusta. Kysely jaettiin yhteensä 50 asiakkaalle, joista 37 vastausta oli hyväksyttäviä. Kyselyt suunniteltiin keräämään tietoa kanavista, joita pitkin tavoittaa Y-sukupolven edustajia sekä heidän tapahtumiin osallistumistottumuksistaan.</p> <p>Tuloksista nähtiin, että Y-sukupolven tavoittaa tehokkaimmin sosiaalisen median kautta. Sosiaalista mediaa käytetään jokapäiväiseen kanssakäymiseen ja toisten mielipiteisiin luotetaan enemmän kuin perinteiseen mainontaan. Y-sukupolvi vaatii toimivuutta tapahtuman kaikilta palvelualoilta. Johtopäätöksenä voidaan sanoa Y-sukupolven olevan vaativa asiakaskunta markkinoijille sekä tapahtumatuottajille. Y-sukupolvi on vaikeampi tavoittaa kuin väistynä sukupolvi ja he vaativat täyttä vastinetta rahoilleen.</p>		
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1 Introduction

Event marketing has been facing rather rapid changes over the past few years. The smart, young, entrepreneurial and not very brand loyal - **Generation Y** (or millennials) are the consumers of the future and they are slowly taking over the market with their increasingly high demands (Minnaar 2014, 5). Generation Y is the first generation to have grown up together with the fast developing technology and become digital natives. (ibid.) According to Valentine and Powers (2013), Generation Y has different values from those of its predecessors. They are more concerned about the quality of their working life rather than the income they receive. This reflects to other segments on their lives as well. For this reason, many companies rely less on traditional media advertising and more on event marketing, product placement and digital media (Ciminillo 2005).

In order to understand Generation Y's needs and reasons to choose an event, the customers of the music festival SaariHelvetti, held on the Viikinsaari Island in Tampere, were requested to answer a questionnaire about the subject. The clientele of SaariHelvetti was suitable for the study because of its high number of representatives from Generation Y.

The purpose of this thesis was to understand what Generation Y wants from the events and how these should be marketed to them. The topic was chosen due the author's personal interest in Generation Y since she belongs to this generation herself. This thesis was conducted together with Suomen Hopealinjat Oy, a company that operates the boats going to Viikinsaari and the services on the island. The respondents were also asked about the Viikinsaari Island and how they saw it as place for hosting events.

This thesis examined the needs of the customers from their point of view. Qualitative and quantitative research methods were used in conducting the surveys with the customers and representatives of Generation Y in Tampere. The theoretical framework of this thesis was based on literature, articles, videos and existing research.

1.1 The aim and the research questions

The aim of this study was to survey what Generation Y wanted from events and their facilities and how companies should try to reach and market their events based on the survey. Generation Y represents the young adults of the population: aged between 17 and 35 at the time when this thesis was implemented. Generation Y is actively participating in different events. They are frequent visitors at festivals, concerts, parties etc. Their lifestyle is outgoing and concentrating on experiencing as much as possible.

The SaariHelvetti festival was held for the first time last year, and even though it is a fairly new festival it has a strong customer segment among Generations Y and X. According to Valentine and Powers (2013), Generation Y values different aspects in working life and on their free time from those of Generation X, and therefore this thesis was based on the presumption that Generation Y would have different demands and expectations from those of Generation X.

Generation Y will in the near future outnumber the older generation. It will also become the main customer segment in other hospitality service areas.

Studying more their buying decision process would be valuable and useful for the future even though studies have already been made. The Internet is full of web sites and blog platforms whose only purpose is to understand how Generation Y functions and makes decisions and how they behave in work life.

When discussing together with the Hopealinjat Oy representative, the following research questions were formulated:

- How should events be marketed to Generation Y?
- What does Generation Y want from the events?
- How does the customer see the Viikinsaari Island as a place for events?

1.2 Suomen Hopealinja Oy, Viikinsaari and SaariHelvetti

Suomen Hopealinja Oy was founded in 1940, and it is the biggest inland waterway shipping company in Finland. It is mainly owned by the cities of Tampere, Hämeenlinna and Valkeakoski, the VR- Corporation and the municipalities of Kangasala, Lempäälä, Akaa and Nokia. Hopealinja has five ships (m/s Silver Sky, m/s

Silver Moon, m/s Tammerkoski, m/s Silver Star and m/s Ratina) that carry about 70 000 passengers each year. The ships sail between Hämeenlinna, Valkeakoski and Tampere. M/s Silver Moon operates between Tampere and Hämeenlinna. The restaurant ship m/s Silver Sky offers lunch, afternoon and evening dinner cruises. The ships sailing to the Viikinsaari Island are m/s Ratina and m/s Tammerkoski. All the ships are also possible to rent for theme cruises and more. The sailing season opens in April and lasts until the end of the year if the waters are still open from ice.

Hopealinja Oys office is located in Tampere, Laukontori. Oy Runoilijantie owns the legendary s/s Tarjanne steam boat that was build in 1908. This ship sales the historic Runoilijantien (Poets road) route from the Mustalahti harbour to Virrat. The whole journey takes eight hours. Now these two companies operate under the same name, Hopealinjat Oy. (Hopealinjat Oy own material)

Viikinsaari is located in Pyhäjärvi only a 20-minute boat ride away from Laukontori. It is a popular nature resort and outdoor recreation area. The island was formed in 700 BC due the up-thrust of Earth's crust. The first time it was ever mentioned in writing was in 1596 in Pirkkala municipal court sessions' minutes. Due the fact that Lehtisaari Island next to Viikinsaari was once called Kaidesaari, Viikinsaari was previously called either Kaidesaari or Iso Kaidesaari (Big Kaidesaari). The island belonged to the house of Nikkilä but was sold to the Viikki manor for the price of a liquor pitcher. With the new owners, the name was changed to its present form. In the mid 1800's the island was already functioning as a recreational area. The first restaurant was founded in 1866 by Carl Gustaf Tallqvist, and in 1881 he bought the whole island. After Tallqvist's death the island stood on its own for a while until it was bought by the city of Tampere in 1893. Since then the restaurant has been newly built twice, and the city of Tampere has increased the number of activity facilities. (Wikipedia)

Hopealinjat Oy operates the services and facilities in Viikinsaari, and the maintenance of the island is done in cooperation with the city of Tampere. The facilities on the island are:

- Restaurant Viikinsaari and Pavilion
- Dance Hall
- Kiosk/Grill
- Open-air theatre

- Sauna and tub
- Beach
- Grill shelter for visitors

Its nature environment makes it a popular destination among families and groups who want to enjoy a day away from the city. Visitors can also walk around the 14.9 hectare large island along nature trails and enjoy different outdoor activities, such as volleyball, football and mini-golf. The nature reserve area takes the most of the space on the island covering 10.53 hectares of it. (Wikipedia and Hopealinja Oy own material.)

Throughout the summer on every Thursday, a dance event is held in the dance hall. This tradition has been going on for years even though nowadays these dances are not as popular as they used to be. The clientele for this event is aging quickly, and young people do not seem to be interested in it anymore. During the summer season many different events are held on Viikinsaari. Usually these events are organized by other parties together with Hopealinja. As an example could be used Rautalankafestarit (60's music festival), Saaren ympäriuinti (a swimming "contest" around the island), a Salsa party and, of course, SaariHelvetti. (Hopealinja Oy own material.)

SaariHelvetti was held on the 6th of Aug. 2016 for the second time on the Viikinsaari Island. It was organized together with Suomen Hopealinjat Oy and Nem Agency Oy. This one-day event, as the name might suggest, is a heavy metal music festival. In 2016 a normal ticket to the event cost 37.50€, and it included a return ticket from Laukontori to the island and back. The guest were also able to purchase a VIP-ticket for 76.66€. This included a designated ship that sailed from Laukontori before the event and made a short cruise on Lake Pyhäjärvi and then arrived to the island before other guests. With the VIP ticket the guest were offered refreshments on-board the ship, a special area at the Pavilion and a buffet that included a glass of wine.

Viikinsaari was transformed into a large festival area with two stages for the bands to play. The first one was in the dance hall near the restaurant and the other further away on the football field next to the open-air theatre. Eleven bands performed during the evening. Restaurant Viikinsaari, the kiosk and other bars and food stations

that were built around the festival area offered beverages. The Pavilion that served as a VIP-area for the first three hours of the event was after that at the disposal of all the guests. After the event the official SaarHelvetti after-party was held in Bar Bändäri. (Saarihelvetti official website.)

Before the actual event, three cruises were organized that bore the name of Helvetti goes Risteily. On these cruises the performing artist were not the ones that were playing on the actual event. During each four-hour cruise, the guest were able to enjoy the bands and refreshments since the ship hosting the cruises was the M/S Tammerkoski that has A-licence for selling alcohol. (Metalliluola official website.)

2 Generation Y

Generation Y will in the near future become the consumers with the most buying power. According to Improving insight to Generation Y consumers (2015), there are around 83 million members of the Generation Y in the USA alone. They are also the target group of this thesis and therefore it is vital to understand them. Generation Y's consuming, decision making habits and values differ from the previous generation which is also introduced for comparison. The generation following Generation Y, called Generation Z, were born after 2000 and are, thus, too young to be used as comparison.

Demography is the study of human population in terms of size, density, location, age, gender, race, occupation and other statistic (Kotler & Armstrong 2006, 69). Cohorts of people are tried to be understood by dividing them according to their year of birth. Many studies show that when defining the frames for these different generations, researchers seem to be agreeing on the characteristics of these generations but stating the age differently. Some define the age extremely specifically. Kotler and Armstrong (2006) say that Generation Y consists of those born between the years 1977-1994 and Generation X 1965-1976. Then again, Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Komarova and Solnet (2013) follow Brodsky's and Carpenter's (2011) categorization of the generations and define Generation Y as being born between the years 1981 and 1999. Natalie Waterworth, the author of the article posted in talentedheads.com (2013) claims the same as

mentioned above. This thesis uses the framework used by Bolton and colleagues as well as that by Brosdah and Carpenter. The respondents of this thesis were aged between 17 and 35 at the time when the thesis was implemented.

2.1 Characteristics and psychographics of Generation Y

Generation characteristics are influenced by both their economic and social opportunities. Generation Y has had much more opportunities when talking about lifestyle and the quality of life than its predecessors. Generation Y is described to be digital natives, team players, family oriented, ambitious and communicators (Generation Y, 2015). According to a video by Ariix Networking (2013), Generation Y is impatient because of they are used to a fast work pace due the constant use of technology in working and free time. Need for feedback and recognition makes Generation Y highly acceptance-seeking. They attempt to live fully in the present with no illusion that the future can or could be controlled. Generation Y is able to not only adapt faster to changes but also evolve with them. (ibid.)

Psychographics is a behavioural approach to market segmentation based on an analysis of what people do, such as activities, buying behaviours and media exposure as well as how they feel about life and what kinds of attitudes, opinions, interests and values they have (Valentine & Powers, 2013, 598). Whereas demography answers the question who buys, psychographics answers the question why they buy. Since the aim of this thesis was to define how to market events to Generation Y it will focused more on psychographics.

As stated by the article “Improving insight of Generation Y consumers” (2015) segmenting consumers within the Generation Y group based on their psychographic profile and media consumption activities offers a deeper insight than that provided by demographic information. This is because psychographic profiles are based on lifestyle.

VALS, introduced by the Stanford Research Institute International (SRI International), stands for values, attitudes and lifestyle. The original VALS instrument contained 800 questions related to background information (demographics), personal life (financial habits and activities) and perceived value (attitudes and beliefs).

The instrument was later reduced to 400 questions and renamed VALS 2. (Valentine and Powers, 2013, 598).

In order to create a psychographic profile for segmentation, the VALS method is the one most commonly used. It would appear that Generation Y fits into three classifications: Experiencers, Strivers and Achievers. (ibid.)

- Experiencers – the dominant Generation Y VALS type. They are described to be action oriented individuals that follow trends and spend money on socializing. Their media habits are similar to younger people and therefore tend to prefer internet over TV and printed media.
- Strivers – the second largest group but with the lowest income. They find status highly important and are categorized as status seekers by their behaviour. They spend their money on clothing and personal care products. They prefer TV over printed media.
- Achievers – the third largest group with the highest income. For them image and status are fairly important and they are also categorized as status seekers. This group finds premium products appealing and use media more frequently as a media source.

Concentrating on Generation Y's media habits is essential due the fact that this and the next generation live their lives through the internet by sharing pictures and information as well as connecting with friends all over the world. The Internet and TV are the main media channels with different social online platforms. Generation Y watches less television than Generation X or Baby Boomers. They favour electronic media over the "old fashioned" one and do not trust the printed media. Generation Y relies strongly on others opinions and the word of mouth. (ibid.) According to Bolton and colleagues (2013). Generation Y uses computers for information, leisure or entertainment. Moreover socializing and experiencing a sense of community are the main reasons for computer usage. These characteristics were seen in each of the main VALS groups.

2.2 Differences between Generation Y and X

According to Bolton and colleagues (2013), Generation X was born between 1961 and 1981. They are in many ways easier for marketers to handle. They are happy with the traditional marketing channels and methods as are they predecessors. The feeling of security and consistency is what drives the older generation to work hard and gain recognition through reaching the top effectively and fast (Ariix Networking, 2013).

Asghar (2014) states: “Generation X lives to work” and “Generation Y works to live.” Generation X (also called the “generation caught in the middle” between the larger baby boomers and Generation Y) are more sceptical and cynical towards marketing that promises easy success and they have no problem with sacrificing their personal happiness in favour of a promotion and job satisfaction. Jääskeläinen (2014) states that Generation X trusts the stores, whereas Generation Y trusts others opinions. Both of the generations search for information on the web stores before making a bigger purchase. Generation Y, however, relies more on other consumers’ reviews about the product or event, and the older generation prefers to search for information in the manufactures’ web pages or in the store itself. (ibid.)

Dr. Abraham Maslow and his **hierarchy of needs** (1943) is shortly here introduced because it gives a perspective to Generation Y and their characteristics thus helping to understand the difference between the generations. Moreover, motivational understanding is a widely used marketing tool. Maslow’s motivational theory states that motivations stem from a basic set of needs that people naturally strive to satisfy. Maslow believed that some needs are more basic than others (Cash 2013, 107.) A person tries to satisfy the most important needs first. When that need is satisfied, it will stop being a motivator and the person will then try to satisfy the next important need (Kotler & Keller, 2006, 149.)

The hierarchy of needs is usually presented as a triangle with the most pressing needs at the bottom and the least pressing at the top. (ibid.) Human needs are according to Maslow divided into five steps: psychological needs, safety needs, social

needs, esteem needs and self-actualization needs. In Figure 1 these needs are listed on the triangle form.

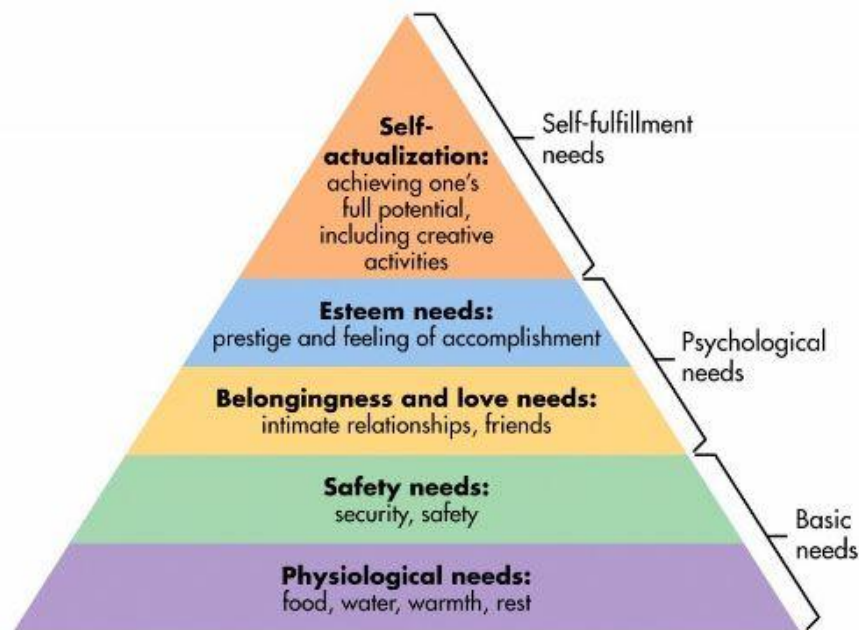


Figure 1: Maslow's hierarchy of needs

For example, starving people (psychological need) will not take an interest in the latest happenings in the art world (self-actualization needs), nor in how they are seen or esteemed by others (social or esteem needs) nor even whether they are breathing clean air (safety needs) (Kotler & Keller, 2006, 149-151.). For people living in the western countries the three first steps are quite easily provided.

The first three needs have always been filled for Generation Y and their parents' attitude has been acceptable towards their dreams and hopes. According to Urban (2013) the grandparents of the millennials raised their children to believe that through hard work can be gained a stable successful career. Baby boomers and Generation X has experienced the good times of economy when graduating from university and that prosperity continued long enough for them to pass that optimism to their children. They have always provided their children the sense of security and made them feel special. (ibid.)

Generation Y lacks the need to survive. Their attitudes are more relaxed and careless when it comes to buying a house or car. According to Ariix Networking (2013), Generation Y expects that work should and has to be fun. Their motive is not to

achieve the highest position in the company as fast as possible, it is rather to enjoy the journey there if they, indeed, ever even achieve it.

3 Marketing

Marketing is managing profitable customer relationships (Kotler & Armstrong 2006, 4). In today's society marketing cannot be seen as an old fashioned selling and advertising. Its purpose has in fact change from pure selling to satisfying customer needs. With the older Generation X passing and giving space to the digital natives (Generation Y), companies marketing methods have to adapt new styles of attracting customers and gaining their attention. .Accepting technology as an everyday tool when directing advertisement towards Generation Y is essential. According to web article posted on talentedheads.com (2013), Generation Y has been shaped by the technological revolution that occurred throughout their youth. They grew up with technology and therefore being connected online is almost in their DNA. They are familiar with the latest technology that keeps them online and connected 24 hours every day throughout the year.

3.1 Event marketing

Event marketing means the activity of designing or developing a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization (Businessdictionary.com). However on this research paper will be concentrated on marketing the event as a product.

Marketing an event follows the same procedures as "normal marketing". Marketers needs to manage a profitable customer relationships. Its target customers has to be well identified and marketing plan developed based on the nature of the event.

According to Häyrynen & Vallo (2003, 103), an event marketing plan includes in all its simplicity the following facts: internal marketing, press release, media marketing and direct marketing. The tools which to use market the event depends entirely on the target customers and the aim of the event. With the younger generation radio or the internet can function as a marketing channel. (ibid.)

When comparing this marketing plan to the media usage of Generation Y done by Valentines and Powers (2013), can be noted that press release is slightly out-of-date. Walker (2015), states that using social media, email and word of mouth can be used to drive ticket sales, but the best event marketing strategies follow a timeline and a logical sequence where each promotion reinforces the last. Creating value to the customer is essential in any kind of marketing. That is why marketing mix has to be well managed and about 4Cs and 4Ps will be discussed later on.

Edmonds (2015) states that according to survey by IDA (International Data Group) (2014) 89% of the millennials use mobile phone to watch videos and 87% use it to access on different social media platforms. Generation Ys usage of mobile devices gives marketers multiple options how to reach their target audience. Millennials are not tied in to a computer in a certain space or time as their predecessors but are able to access the web anywhere and anytime. E-marketing and its possibilities will be discussed on the following chapter.

3.2 E-marketing

E-Marketing, or electronic marketing, refers to the use of marketing principles and techniques through electronic media. No matter what kind of business, e-marketing cannot be ignored. Businesses can reach millions of people each year in ways that it could never have been possible before (Blakemore 2015, 1). It comes to as no surprise that most recent marketing trends have all had something to do with online marketing or its different forms. Generation X has been emerging with the technology and Generation Y being born with it make E-marketing the priority with marketers. DeMers (2015) lists inter alia the following e-marketing trends: increase on video advertisement, increase in using and providing retail apps for the customer and mobiles over run desktop use. All trends connected with mobile phones.

As mentioned on the previous chapter majority of the Generation Y uses mobile phones to connect through social media platforms. According to survey done by IDG (2014) and a study by Blakemore (2015) Facebook is the most used social media form among Generation Y. Second comes twitter (IDA) and Instagram (Blakemore). When marketing is transferred from the papers and television to computer and

smartphones it has to evolve to be more personal. As a result, more online marketers are pushing the technological and logistical limits of personalization, attempting to give more unique and customizable experiences to every customer they can. These come in the form of interactive features, variable forms of content, and individualized recommendations upon repeat visiting (DeMers 2016).

Social media is the most important information source for Millennials. People in Generation Y typically enjoy technology and the social interaction they receive through activities like instant messaging, blogging, texting, and emailing (Blakemore, 2015, 2.)

3.3 4Ps and 4Cs

4Ps; product, price, place and promotion are the solid and well known base for marketing mix. This model was introduced by E. J. McCarthy in 1960. (Wikipedia) As the traditional marketing concentrates more on seller's point of view it is important with the Generation Y as a target segment to notice the buyer's view. Robert F. Lauterborn suggested in 1990 the 4C classification, which is more customer oriented approach. (ibid.) This model is now widely used and Kotler & Armstrong (2006, 51) uses the 4Cs; customer solution, customer cost, convenience and communication as a counter partner for the 4Ps model. See Figure 2.

Where marketers see themselves as selling products, customers see themselves buying value, or solutions to their problems. Customers are interested in more than just price. They weight the option weather the price of the product or service is equal to its value or not when compared to the final price which includes the total costs of obtaining, using and disposing of a product.

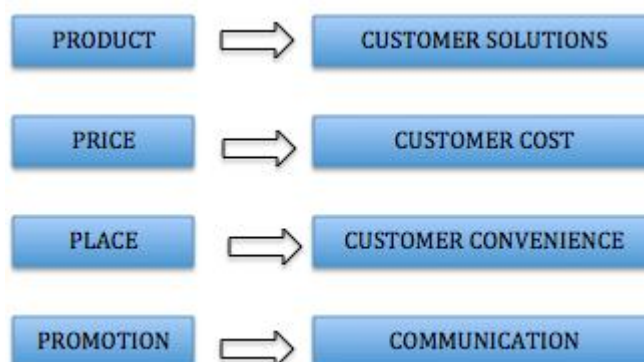


Figure 2: The 4C's and 4P's

Generation Y relies on heavily on others opinions and word-of-mouth. This is why promotion and communication has to be well managed. They want two-way communication with the marketer not just one-sided promotion speeches about qualities the products or services. (Kotler & Armstrong, 2006, 51) Communication with the members of Generation Y trough out the marketing process cannot be emphasized enough.

4 Methodology

At this chapter research process and research and data collecting methods are introduced. This research was conducted through surveys including both quantitative and qualitative research methods. The respondents to this questionnaire were mainly part of the Generation Y and the results are based only on those answers which were done by the members of the Generation Y. The respondents were the participants of the SaariHelvetti festival.

SaariHelvetti was visited this year by 1400 people. To 50 of them was given the change to answers the questionnaire. 37 of these answers were usable, 8 had to be disqualified due the wrong age of the respondent and 5 questionnaires were never returned. See Figure 3.

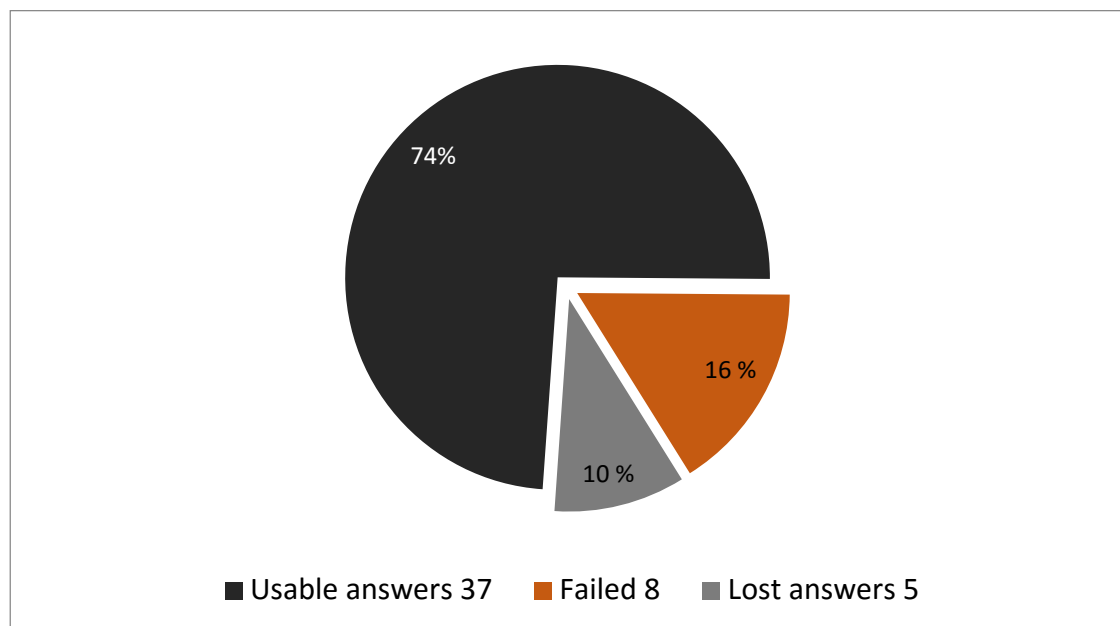


Figure 3: Answers by percentages

This thesis process started on January 2016 when the author had just returned from half year working period from Hannover Germany. During that time draft of the topic idea was formed. Trough out the spring the topic had its final form. The author was working for Hopealinja Oy during the summer and after talking with Hopealinja Oy respondent, was decided that due SaariHelvetti festivals clientele it would serve the chosen subject the best as a case study. Also additional question from the behalf of Hopealinja Oy was included. Spring and summer of 2016 were the time to collect the theory base and form the questionnaires. SaariHelvetti was held at the beginning of August and after collecting the data from the event, the following three months up to the end of October were dedicated to analysing the interview results and writing the research paper.

4.1 Research methods

Qualitative research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. Quantitative research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics (Wyse, 2011). According to Aaltola & Valli (2007, 126) questionnaires can be divided in to two categorize: cross-sectional study and longitudinal study. On this research was used the cross-sectional study since the data from the respondents was collected at one single go and with the longitudinal study it is necessary to collect the data on two different times. Cross-sectional study is mainly used to describe phenomenon and longitudinal study to explain it. (ibid.)

Firstly the idea was to use only qualitative research method in order to have deep insight of what the Generation Y is thinking. But with closer examination were noticed that conducting merely qualitative research was quite inconvenient with the given circumstances. The respondent were interviewed during three boat trips to Viikinsaari, each one them lasting around twenty minutes. Given the limited space inside of the boats and the short time period that would not have given changes for possible continuity of the interview when done by merely using qualitative research method, both qualitative and quantitative research methods were used.

Questionnaire was designed to include both open and closed questions. Open question giving the possibility to the respondents to give their opinions and thoughts about the subject and closed question allowing the respondents to choose from multiple choices their preferred choice. During each of the twenty minute journeys those who wanted to participate could answer to the questionnaires anonymously. After customers' departure at Viikinsaari, sheets were collected from the tables. From the respondents was asked as a back ground information their gender, age and marital status. Questions 1 to 4 proceeded to inquire their event attendance habits and how they choose the event as well as what are the main factors beside the actual event. Question five was about the channels where the respondents had learned about the event. Question 6 to 9 where directed towards the respondents knowledge about Viikinsaari and gave the possibility to give their opinion about the venue place. The questionnaire can be found in attachments. See appendix 1. Data was analysed by comparing the answers to the presented theory base. Kotler and Keller (2006) and Valentines and Powers (2013) provided mostly used theoretical frameworks for this thesis and to analysing the results.

4.2 Reliability

As it is said by Aaltola & Valli (2010, 236) when conducting a research using questionnaires, it relays heavily on pre-planning since the difficulty with the analysis is that the researcher cannot ask any additional or specifying question. In many cases there is no readymade form for the specific research problem and therefore researcher are force to plan them themselves. This requires testing the created form. With this research, interviewer was unable to test the questionnaire form beforehand and therefore some of the open question where slightly misunderstood than what the interviewer intended. This was due poorly chosen form of words and each interviewee's tendency to interpret the questions differently. Some of the respondents decided not to return the papers and five possibly usable questionnaires were lost. Difficulties occur when trying to identify passengers belonging to the Generation Y group out of all the passenger travelling to Viikinsaari. At the question sheets from the respondents were asked their year of birth. This abled the answers to be divided the once that were relevant and the once that were

answered by people belonging to Generation X. Respondents belonging to the Generation Y were between 17 to 35 year olds by the time this research was conducted. However the youngest who could have answered to the questionnaire were 18 years old since the age limit for the event was 18.

The reliability is confirmed by the similarity of the answers. When analysing the results, it was clearly noticeable that the answers held similar issues typical to the Generation Ys characteristics.

5 Results

The purpose of this thesis was to clarify what Generation Y wanted from events and how to market events to them. In addition, on behalf of Hopealinja Oy, they were asked about the venue and how they saw it as a place for holding events.

Generation Y will become the generation with the most buying power in every consuming field. The survey conducted in this study focused on determining Generation Y's event choosing habits as well as the frequency of attending these events as well as the channels for reaching Generation Y.

5.1 Choosing the event

The respondents were asked about their tendency to participate in different events. It was fairly easy to detect the pattern that since the respondents were attending a music festival, their interests in general were towards music events. The majority of the respondents stated that they attended different festivals and concerts a few times a year.

When asked about the factors affecting the choice of an event, the respondents were given multiple choices to choose from. The factor that had the greatest effect on choosing the event was the artist/theme of the event. The second and third factors were the price and location. See Figure 4.

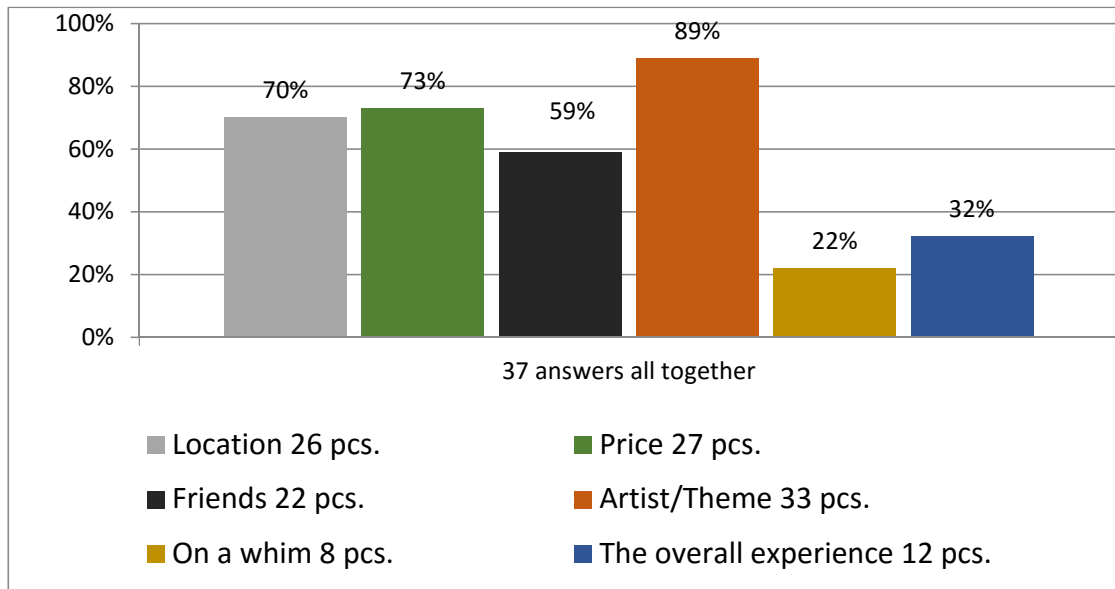


Figure 4: Affecting factors when choosing an event

According to German Youtube document, Generation Y (2015), Generation Y has heard from childhood from their parents that they can do whatever they want as long as it makes them happy. This has also led to Generation Y being precise and used to obtaining what they want. (ibid.) As can be seen in Figure 4, price and location are almost sharing the second place. Generation Y is expecting to have value for their money and are not afraid to travel even long distances to the event venue. The fourth factor is simply friends. Millennials are team players and very family and friend oriented. They project a strong attitude saying: "If my friend goes, I will go". The overall experience and attending an event purely on a whim does not seem to have such an impact on their decision making. Even though Generation Y's characteristics describe them as fast decision makers and spontaneous people living in a moment, they still seem to be conscious of their purchases. Thus, artist(s), price, location and friends form the base for choosing the event.

When asked what else besides the above mentioned factors and services were important in an event, the respondents gave various answers.

Some of them repeated the already mentioned factors in question number 2 and others suggesting new aspects. Frequently mentioned issues were:

- Food
- Transportation
- Well organized operations (fast service in every sector)
- Weather

Factors that were mentioned only once:

- Service personnel
- Security
- Sanitary facilities

The supporting facilities and activities seemed to be important to the respondents even though the main focus remained on the theme and the attractiveness of the event.

5.2 Reaching the Generation Y

When the media behaviour of Generation Y was examined, they could be divided into the three categories mentioned by Valentines and Powers (2013), Experiencers, Strivers and Achievers. Even though these three categories have a different view on media, they all share common features: use of online platforms to communicate, preference of electronic media over printed and a strong resistance towards traditional advertisement.

The respondents were again given multiple options to choose one or more of the channels from which they had learned about the event. As can be seen in Figure 5, social media in its all forms was the number one choice and the second source of information was friends. Generation Y tends to rely on the opinions and experiences of others. Surprisingly, only 22% of the respondents informed SaariHelvetti.fi as an information source. The percentage might be low because the respondents could have placed this option under the social media. In line with the characteristics of Generation Y, newspapers were the least used option with only 11% of the respondents having chosen it. Despite this SaariHelvetti was mentioned in Aamulehti 3rd Aug. 2016, a few days prior to the event and again after the actual event.

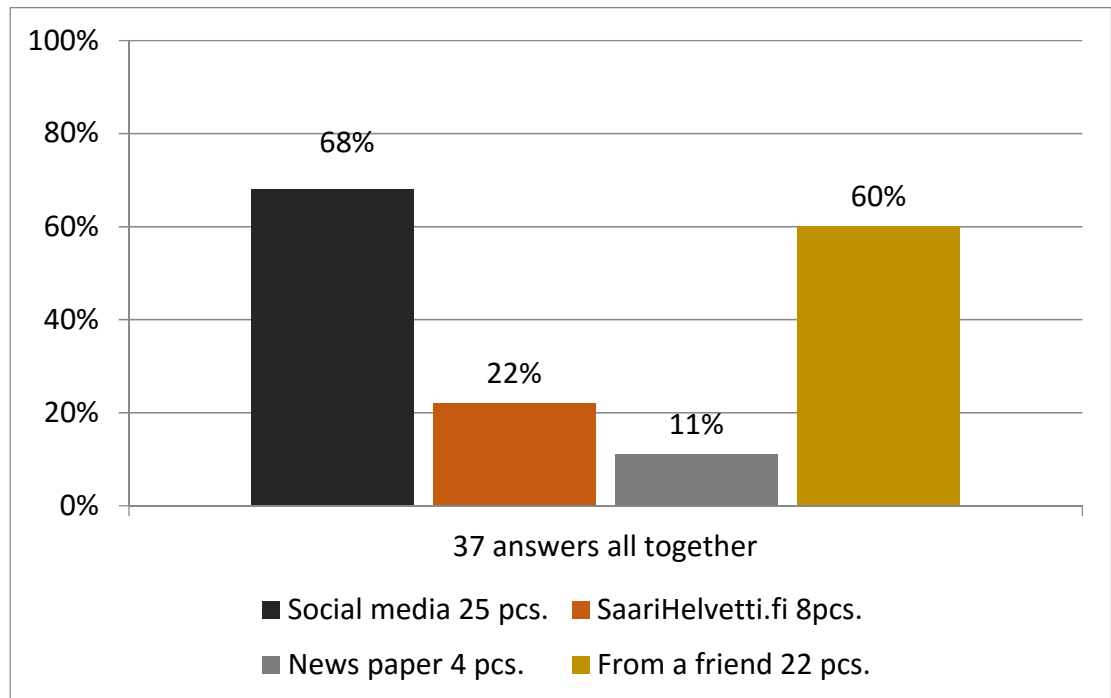


Figure 5: Media forms

5.3 Viikinsaari Island

When the respondents were asked whether they had visited the Viikinsaari Island before or not, the results were quite even. 57% had visited before and 43% had not. The respondents were asked why they chose to participate in this particular event in Viikinsaari. Most of the answers were similar to the answers in question number two. To these respondents the artists or the theme of the event and friends seem to have been the greatest driving force in participating.

When asked about what type of events the respondents thought Viikinsaari would be suitable for, naturally those who had already visited the island gave some suggestions and opinions. However, some of the respondents who had not been on the island gave suggestions as well. Common answers in both groups were theatre and musical events. Both groups specifically mentioned music festivals. Those who had already visited the island also mentioned events that were already part of the summer season.

- Stand-up
- Weddings
- Corporation parties

- Sport events
- Other cultural events

Remote location and peacefulness were often mentioned as factors when asking what kind of place for hosting events the respondents found Viikinsaari. Many of them listed the beautiful view and being close to nature as an important feature saying that these made the island more appealing. Moreover, it seemed that some of the respondents were not able to clarify what made Viikinsaari such a special place. They simply stated that it had a comfortably unique environment and atmosphere. The respondents saw the island as having the perfect size for organizing a small festival. It was surprising to see that this factor was also mentioned by those who had not visited Viikinsaari before. The visitors did not have the feeling of the place being overcrowded.

The factor that the respondents found poor was transportation because they were completely under the mercy of the timetables of the ships. Naturally, the festival being held on an island, this factor cannot be easily changed. Another factor that emerged when examining the weaknesses of Viikinsaari as an event venue was the poorly functioning card payment system. The fact that people are nowadays mainly using cards whenever paying is a disadvantage to Viikinsaari because during festivals the connection is slow or not working at all. Visitors hardly ever remember to take enough cash with them. Moreover, the festival food could have been more vegetarian and vegan friendly.

6 Implication of the results

In this chapter the results are analysed and the improvement ideas for the event and Viikinsaari presented.

Marketing and technology

Generation Y is a generation that has adopted technology as a second nature in their lives. The marketing of Saarihelvetti was mainly done by Nem Agency Oy, and they were actively present on different social media platforms. The possible guests were engaged before the event through Facebook and Twitter. During the festival, social media platforms were used for sharing pictures and videos. Instagram was booming

with hashtag #SaariHelvetti2016, and the festival held a competition where the attendants could participate through Instagram. The SaariHelvetti official after party was also advertised through Facebook, and after the actual event, comments were shared on Twitter and Facebook. The SaariHelvetti Facebook page has also informed about the pre-events for next years' festival and other music events which SaariHelvetti will be a part of.

Generation Y marketing is also unconsciously done by the members of the generation themselves. The millennials use technology in their everyday lives, and sharing experiences and stories about the event is the kind of publicity that cannot be bought. As indicated by the results that social media and friends are the information sources mainly used by the millennials (also proven by surveys done by Blakemore (2015) and IDG (2014)), the importance of communication between the consumers and marketers should not be underestimated. Therefore, concentrating marketing on different social media platforms is essential when reaching towards Generation Y.

This year, SaariHelvetti was sold out with 1400 people attending the festival.

Marketing and the word-of-mouth on the last years' experiences had hit the target. Marketing was done quite efficiently, but since Generation Y is greatly dependent on their mobile phones, a special application for the event could be developed. In this way more inside information, sneak peaks or other ways of engaging could be offered to the participants before and after the event. The application could also be used on other events or occasions.

Videos about SaariHelvetti were released before and after the event. These can be found on Facebook and YouTube. Tampere TV also posted a video about the event on the 18th of July 2016. Following the e-marketing trend, videos are growing their share of social media marketing. Combining videos before and after the event to the application could bring the viewers a feeling of being more closely part of the festival.

Characteristics and wants

When analysing the results, it became clear that the performing artists and friends were the most important factors to Generation Y when choosing the event. They also considered a functioning organization in every aspect of the event from transportation to food and security important. Generation Y is used to being told that everything is possible, and this makes them able to demand the whole package. Their values differ from the previous generation and they are not going to settling for only a part of it. They are the moving generation that values experiences (Ariix, 2013).

When looking at the three categories: Experiencers, Strivers and Achievers (Valentines & Powers, 2013), it seems that the respondents were mainly part of the Experiencers' group. Their answers followed the characteristics of the group: action-oriented individuals and trend followers who spend money on socialising. The respondents' media habits were also similar to those of the younger media users: the social media were the most popular form.

Improvements for Viikinsaari

Transportation to the Island was one of the often mentioned features that needed from the respondents opinion to be changed. Time table to the event could be changed and more boats if available engaged on transporting the guests to the venue. Naturally any other transportation form is out of the question unless the city of Tampere decides to build a bridge between the island and the mainland. But in all honesty, that is a little far-fetched.

The restaurant Viikinsaari is preserved building and any changes to it are not allowed. Internet with mobile phones and computers is slow due the fact that weather has an effect to the connections and also the building itself creates a dead zone for electrical devises. When there is a festival going on the mainland, for example Blockfest that invited tens of thousands of people in to the surroundings of Laukontori, the lines are even more crowded and the card payment almost impossible on the island. This problem has to be solved together with the city of Tampere.

Improvements for the festival

The results were collected before the event and therefore the respondents could not have evaluated the event beforehand unless they had participated last year as well.

The two things that came up with the results were food and the lack of shelter from the rain. Generation Y members are extremely conscious about their choices and impacts to the world and environment. Viikinsaari should offer among the traditional festival food more vegetarian friendly options and by doing so insuring that all the visitors are happy with the food and can enjoy festival with a clear conscience.

Around the festival area could have been build more shelter for the visitors to escape from the possible rain. Not every one of the 1400 people were able to fit inside the already existing facilities on Viikinsaari. Especially on the alcohol licensed area this would have made the experience more enjoyable for the visitors.

7 Conclusion

Based on the results it is safe to say that Generation Y creates a new challenges for marketers. Their closeness to technology forces companies to assets the importance of their e-marketing strategies. Millennials appreciate the opinions of others and word-of-mouth is one of the best ways to reach this generation. Social media is not only used to connect with friends rather than sharing opinions, experiences and values. It has been known that Millennials use social media on everyday bases but their tendency to ignore other kinds of marketing efforts puts e-marketing into a whole new scale. Event organizers have to engage their audience with new ways in order to provoke a positive respond in social media. According to Jääskeläinen (2014) strong brands cannot automatically trust in their strong position on top when it comes to Generation Y, which gives a smaller brands a possibility for success. Generation Y is not afraid to demand the best and expect to get exactly that. They demand the whole functioning package from the event that covers all the service sectors. Their psychographic profiles categorize Generation Y in to Experiencers, Strivers and Achievers. All three having distrust towards traditional marketing and using internet as every day tool. Understanding Generation Y helps to understand

the next Generation (Generation Z). Marketers and event organizer will face then new challenges with the next generation that consists of even more native technology users than Generation Y.

Challenging with the research was trying to get the respondents to answer the questionnaire during the boat trip to Viikinsaari. Some of the respondents were already pre-occupied with their friends and gave the impression that they did not want to waste time on the survey. Also the 20 minute time limit gave some pressure for distributing and answering the survey. Giving improvement ideas for Viikinsaari was somewhat difficult due to the fact that some of the respondents had never visited the island before.

Further studies of Generation Y should be made on the effects of media marketing and technology and how generations' wants from the events change when technology is increasingly involved. It would also be interesting to study which service sector is the most preferred for the Generation Y from their and marketers' point of view.

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Appendices

Appendix 1. Questionnaire for SaariHelvetti visitors

This questionnaire was distributed to some of the passengers during three departures from Laukontori to Viikinsaari. Since all the respondents were Finnish there was no need for English version of the questionnaire. The respondents were also given a chance to leave their contact information by end of the questioning form in case they wanted to participate on a lottery of movie tickets.

Opinnäytetyönkysely - SaariHelvetti

Mies____ Nainen____ Syntymävuosi_____

Siviilisääty_____

1. Minkälaisissa tapahtumissa käyt ja kuinka usein?

2. Mitkä tekijät vaikuttavat tapahtuman valinnassa? Valitse yksi tai useampi vaihtoehto.

- _____ Sijainti
- _____ Tapahtuman pääsymaksu/hinta
- _____ Seura, jossa lähdet tapahtumaan
- _____ Tapahtuman esiintyjä(t)/teema
- _____ Hetken mielijohde
- _____ Tapahtuman elämyksellisyys
- _____ Muu,
- mikä _____
- _____

3. Oletko tai aiotko osallistua muihin tapahtumiin kesän aikana? Jos olet osallistunut, niin minkälaisiin tapahtumiin?

4. Mikä mielestäsi on tärkeintä itse päätapauksen lisäksi? Esimerkiksi tapahtumapaikka, ruoka.

5. Miten kuulit SaariHelvetistä?

- ☐ Sosiaalinen media
- ☐ Saarihelveti.fi
- ☐ Muu nettisivu, mikä?

-
- ☐ Lehdessä/ilmoituksesta
 - ☐ Ystävältä
 - ☐ Muu,

mikä

6. Mikä sai lähtemään juuri tähän tapahtumaan Viikinsaareen?

7. Oletko käynyt aikaisemmin Viikinsaarella? ☐ Kyllä ☐ En

8. Minkälaisiin tapahtumiin Viikinsaari mielestäsi sopisi parhaiten?

9. Minkälaisena tapahtumapaikkana näet Viikinsaaren? Risuja ja Ruusuja?

Jos haluat osallistu leffalippujen arvontaan jätäthän yhteystietosi.
